

Editing & Quality Assurance

Before & After Editing Sample

Sample Type	Editing demonstration
Document Topic	International Business Expansion — Jewellery Market
Focus Areas	Grammar • Spelling • Punctuation • Sentence Structure • Academic Tone • Clarity

Note: This is a demonstration sample created to showcase editing improvements. The “Before” version contains intentionally introduced language errors for comparison.

1. Before Editing

Selected excerpts from the supplied report are shown below. Errors have been intentionally introduced to create a clear editing demonstration; the original document is not presented as an unedited client file.

Excerpt A — Company Information

In an international market that has seen phenomenal growth in luxury goods sales, India-based major SG&J; is all set to expand in various ways. The brand has already established a reputation for creating exquisite jewelry and selling ethically sourced gemstones. With Canada being a key location for the next store, the Canadian market looks perfect for SG&J;. A fluent Canadian society with an established taste for detail and high-quality custom products indicates that they are a lucrative market. Also, the country's cultural diversity is precisely what the new company is capable of catering to the needs of different tastes.

Excerpt B — International Business Analysis

In order to choose the most suitable market for the expansion of Shimmering Gems and Jewelry (SG&J;), we can analyze Canada and Australia by applying Porter's Diamond Model and combining it with regional economic integration arrangements.

Excerpt C — Choosing an Entry Mode

After a thorough review of the jewelry market in Canada, it has been concluded that Shimmering Gems and Jewels (SG&J;) is the best way to make a debut. This strategy ensures that the company optimizes the discovered market potential along with crucial aspects such as brand positioning, channels or product distribution channel, and overall business development.

2. After Editing

The same selected excerpts are presented below after editing for grammar, clarity, sentence structure, word choice, consistency, and academic tone.

Excerpt A — Company Information

The luxury goods market has experienced significant growth, and India-based SG&J; is seeking to expand its operations. The brand has established a reputation for creating exquisite jewellery and selling ethically sourced gemstones. Canada has been identified as a potential location for the next store because of its established appreciation for high-quality, customised products. The country's cultural diversity may also provide opportunities to serve customers with different preferences and tastes.

Excerpt B — International Business Analysis

To identify a suitable market for the expansion of Shimmering Gems and Jewellery (SG&J;), Canada and Australia can be analysed using Porter's Diamond Model alongside regional economic integration arrangements.

Excerpt C — Choosing an Entry Mode

Following a review of the Canadian jewellery market, Canada appears to be a suitable option for SG&J;'s market entry. This strategy considers the identified market potential alongside key factors such as brand positioning, distribution channels, and overall business development.

3. Before → After: Detailed Corrections

Examples of the editing decisions demonstrated in the sample:

BEFORE	AFTER
In an international market that has seen phenomenal growth in luxury goods sales...	The luxury goods market has experienced significant growth...
Editing focus: Clarity & concision	
BEFORE	AFTER
The Canadian market looks perfect for SG&J.;	Canada has been identified as a potential location for the next store.
Editing focus: Academic tone & objectivity	
BEFORE	AFTER
A fluent Canadian society with an established taste for detail...	Canada has an established appreciation for high-quality, customised products.
Editing focus: Word choice & natural phrasing	
BEFORE	AFTER
In order to choose the most suitable market...	To identify a suitable market...
Editing focus: Concision	
BEFORE	AFTER
we can analyze Canada and Australia by applying...	Canada and Australia can be analysed using...
Editing focus: Academic tone & sentence structure	
BEFORE	AFTER
the product distribution channel, and overall business development	distribution channels, and overall business development
Editing focus: Grammar & consistency	

4. Quality Checks Demonstrated

Grammar: Corrected agreement, sentence construction, and grammatical phrasing.

Spelling & Consistency: Standardised wording and spelling conventions where appropriate.

Punctuation: Improved punctuation to support readability.

Sentence Structure: Reworked awkward constructions while retaining the intended meaning.

Academic Tone: Replaced overly casual or subjective wording with more objective academic phrasing.

Clarity & Concision: Removed unnecessary wording and improved readability.

Professional Presentation: Kept the sample focused on editing rather than including personal names, submission details, or originality-report information.

Portfolio note: Upload this as one PDF under *Editing & Quality Assurance*. The document is a demonstration sample, not a client testimonial or claim of completed client work.